

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

----- 031683

P 141040Z FEB 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC PRIORITY 9536

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN

U.S. TRADE CENTER MILAN

UNCLAS SECTION 1 OF 2 ROME 2205

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: FY 77 COUNTRY COMMERCIAL PROGRAM FOR ITALY - POST

CAMPAIGN AND OBJECTIVES RECOMMENDATIONS

REF.: A) STATE 010139; B) ROME 0779; C) STATE A-9016, DEC. 6, 1974

1. THE FOLLOWING ARE OUR CAMPAIGN RECOMMENDATIONS AND COMMENTS
FOR THE FY 77 CCP:

A) CAMPAIGN NUMBER 1 - COMPUTER, PROCESS CONTROLS, AND RELATED
EQUIPMENT

OBJECTIVES

- 40 PTOS DEVELOPED

- 15 US FIRMS INTRODUCED TO ITALIAN MARKET

- 20 OTM MARKET POSITION STRENGTHENED

- 1,500 SALES LEADS

- \$ 20 MILLION IN STIMULATED SALES

- ESTABLISH FLOW OF INFORMATION TO SMALL AND MEDIUM-SIZED
ITALIAN COMPANIES ON US DEVELOPMENTS.

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ACTIONS

- MTC EXHIBITION
- ROME PRE-SHOW PROMOTION
- VISIT TO VARIOUS ITALIAN CITIES WITH MEDIA PACKAGE FOR TO DEVELOPMENT AND INFORMATION FLOW.

B) CAMPAIGN NUMBER 2 - INDUSTRIAL AND COMMERCIAL SECURITY EQUIPMENT

OBJECTIVES

- 30 FIRMS EXHIBITING IN ITALY
- INTRODUCE 10 FIRMS TO ITALIAN MARKET
- 500 SALES LEADS DEVELOPED
- \$ 5 MILLION IN STIMULATED SALES
- 10 OTM MARKET POSITION STRENGTHENED
- 20 PTOS DEVELOPED

ACTIONS

- MTC EXHIBITION
- ROME PRE-SHOW PROMOTION

C) CAMPAIGN NUMBER 3 - CONSUMER PRODUCTS

OBJECTIVES

- 40 FIRMS INTRODUCED TO ITALIAN MARKET
- 2,500 SALES LEADS DEVELOPED
- \$ 20 MILLION IN STIMULATED SALES
- 50 PTOS DEVELOPED

ACTIONS

- MULTICOMPANY BSP - JEEP - CASUAL AND SPORTSWEAR
- MULTICOMPANY BSP - JEEP - HI-FI
- MULTICOMPANY BSP - JEEP \$ DO-IT-YOURSELF
- MULTICOMPANY BSP - JEEP - LEISURE TIME AND RECREATIONAL EQUIPMENT

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D) CAMPAIGN NUMBER 4 - TRAVEL USA

OBJECTIVES

- \$ 500,000 IN STIMULATED SALES
- PROMOTE GROUP TRAVEL TO U.S. TRADE CONVENTIONS.

ACTIONS

- PROVIDE SUPPORT FOR VISIT U.S.A. COMMITTEE
- SELECT PARTICIPANTS FOR USTS-ENDORSED FAMILIARIZATION TOURS
- ASSIST AIRLINES IN ORGANIZING GROUP TRIPS FOR ITALIAN BUSINESSMEN

E) CAMPAIGN NUMBER 5 - MAJOR PROJECTS

BASED ON PAST EXPERIENCE, A NUMBER OF MAJOR PROJECTS AND MAJOR PRODUCT OPPORTUNITIES WILL BE ACTIVE IN FY 1977, OFFERING MAJOR EXPORT OPPORTUNITIES FOR U.S. FIRMS AND REQUIRING POST RESOURCES FOR RESEARCH AND REPORTING. HOWEVER, IT IS DIFFICULT TO PREDICT EIGHTEEN MONTHS IN ADVANCE WHICH SPECIFIC PROJECTS WILL BE ACTIVE. THEREFORE THE FOLLOWING LIST IS HIGHLY TENTATIVE, AND SUBSTANTIAL ADDITIONS AND CHANGES MAY BE EXPECTED PRIOR TO THE START OF FY 77. IN SPITE OF INHERENT DIFFICULTY IN ADVANCE PROGRAMMING FOR SPECIFIC MAJOR PROJECTS, THE EXPORT OPPORTUNITIES IN THIS FIELD ARE SUFFICIENTLY GREAT THAT ALLOTMENT OF ADEQUATE POST RESOURCES TO RESEARCH AND REPORT MAJOR PROJECTS AS THEY ARISE IS CONSIDERED ESSENTIAL.

OBJECTIVES

- STIMULATE \$ 20 MILLION IN SALES OF U.S. EQUIPMENT AND SERVICES.

PROJECTED PROJECTS

- A. CABLE TELEVISION
- B. MODERNIZATION OF ITALIAN RAILWAYS
- C. AVIONICS - MONITORING OF AIRPORT IMPROVEMENT PROJECTS ESPECIALLY THE MLS SYSTEM

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- D. GIOIA TAURO STEEL CENTER
- E. DEPOLLUTION OF BAY OF NAPLES
- F. DEVELOP ADDITIONAL MAJOR PROJECTS IN WATER POLLUTION FIELD. (ROME 779 GAVE SPECIFIC INFO ON MOST OF THESE PROJECTS.)

F) CAMPAIGN NUMBER 6 - EDUCATIONAL EQUIPMENT AND SUPPLIES FOR INDUSTRY

OBJECTIVES

- 30 FIRMS EXHIBITING
- INTRODUCE 20 FIRMS TO ITALIAN MARKET
- STIMULATE \$ 2 MILLION IN SALES
- 10 PTOS DEVELOPED
- 250 SALES LEADS

ACTIONS

- MTC EXHIBITION
- ROME SEMINAR THREE MONTHS AFTER MTC EVENT.

G) CAMPAIGN NUMBER 7 - AVIONICS AND AIRPORT EQUIPMENT

OBJECTIVES

- 2 OVERSEAS PRODUCT-SALES OPPORTUNITIES
- 10 PTOS DEVELOPED
- \$ 8 MILLION IN STIMULATED SALES
- 100 SALES LEADS DEVELOPED
- INTRODUCE 5 FIRMS TO ITALIAN MARKET.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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P 141040Z FEB 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC PRIORITY 9537

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

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AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN

U.S. TRADE CENTER MILAN

UNCLAS SECTION 2 OF 2 ROME 2205

ACTIONS

- MTC EXHIBITION
- ROME PRE-SHOW PROMOTION

H) CAMPAIGN NUMBER 8 - INDUSTRIAL RAW MATERIALS

OBJECTIVES

- \$ 10 MILLION IN STIMULATED SALES
- 500 SALES LEADS
- 10 FIRMS INTRODUCED TO THE ITALIAN MARKET
- 30 PTOS DEVELOPED
- 30 FIRMS EXHIBITING IN ITALY
- 2 OVERSEAS PRODUCT-SALES OPPORTUNITIES.

ACTIONS

- MTC EXHIBITION
- TURIN PRE-SHOW PROMOTION.

I) CAMPAIGN NUMBER 9 - ELECTRONIC COMPONENTS AND PRODUCTION
EQUIPMENT OBJECTIVES

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- INTRODUCE 5 FIRMS TO ITALIAN MARKET
- 15 PTOS DEVELOPED
- 400 SALES LEADS DEVELOPED
- \$ 3.5 MILLION IN SALES STIMULATED.

ACTIONS

- MTC EXHIBITION

J) CAMPAIGN NUMBER 10 -SPECIALIZED MACHINERY AND INSTRUMENTATION

OBJECTIVES

- 20 PTOS DEVELOPED
- \$ 10 MILLION IN STIMULATED SALES
- 600 SALES LEADS DEVELOPED
- 1 OVERSEAS PRODUCT-SALES OPPORTUNITY
- INTRODUCE 10 FIRMS TO ITALIAN MARKET.

ACTIONS

- MTC EXHIBITION (APPAREL-MANUFACTURING EQUIPMENT AND TEXTILES)
- PRE-SHOW PROMOTION IN FLORENCE (DITTO)
- BARI COMMERCIAL-PRESENCE FAIR.

K) CAMPAIGN NUMBER 11 - ENERGY SYSTEMS

OBJECTIVES

- STIMULATE \$ 50 MILLION IN SALES
- 10 PTOS REPORTED

- 2 OVERSEAS PRODUCT-SALES REPORTED

2. CONCERNING THE CAMPAIGNS IN GENERAL:

A) FOR BREVITY, WE HAVE LISTED ONLY EVENTS UNDER ACTION. THIS CCP OF COURSE INCLUDES THE NORMAL SERVICES SUCH AS TOS, ADSS, SCAMBI COMMERCIALI SUPPORT, CERP REPORTING, MARKET RESEARCH, BUSINESS CONSULTATIONS, KEY CALLS IN SUPPORT OF MTC UNCLASSIFIED

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EXHIBITIONS, PRESS RELEASES, BSPTS. ALLOCATION BY CAMPAIGNS OF THESE REPETITIVE ACTIVITIES WAS ILLUSTRATED IN ROME 0779.

B) AS OUTLINED IN ROME 0779, MUCH OF THE PROGRAM WILL DEPEND UPON CONTINUING ACTIVE SUPPORT OF WASHINGTON ACTION GROUP (WAG). ONCE AGAIN WE WILL REQUIRE USIA SUPPORT FOR MEDIA PACKAGES IN CAMPAIGN NUMBERS 1, 6, 7, 10 AND 11. THESE PACKAGES WILL BE IMPORTANT ELEMENTS IN OUR DEVELOPMENT OF PTOS, IF THE FY 76 TRIAL USE OF SUCH A PACKAGE (FOR COMPUTERS) PROVES VIABLE. APART FROM MEDIA PACKAGES, WE WILL ALSO REQUIRE WAG SUPPORT FOR THE PRESS PACKAGE FOR SCAMBI COMMERCIALI AND PRODUCT PRESS RELEASES.

C) WE MADE AN EFFORT TO INCLUDE THE PRIMARY PHASE FY 1977 TARGET INDUSTRIES IN THE CAMPAIGNS; I.E., LABORATORY INSTRUMENTATION (CAMPAIGN NUMBER 10), BUSINESS MACHINES (CAMPAIGN NUMBER 1) AND ENERGY SYSTEMS (CAMPAIGN NUMBER 11). HOWEVER, FOOD PROCESSING AND PACKAGE EQUIPMENT WE BELIEVE IS NOT A GOOD PRODUCT AREA FOR ITALY, WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT WAS A FY 76 CAMPAIGN AND DOES NOT BEAR REPEATING IN FY 77.

D) THE PRE-SHOW PROMOTION CONCEPT WHICH HAS BEEN EXTREMELY SUCCESSFUL IN ROME IS PROGRAMMED IN FY 77 TO BE EXPANDED TO TURIN (CAMPAIGN NUMBER 8) AND FLORENCE (CAMPAIGN NUMBER 10).

E) WE HAVE NOT INDICATED TIMING FOR MTC EXHIBITIONS; HOWEVER WE FEEL STRONGLY THAT THE MTC COMPUTER EXHIBITION SHOULD BE PROGRAMMED IN ITS NOW TRADITIONAL JUNE SPOT.

F) WHILE WE WOULD BE RELUCTANT TO HAVE THE PROGRAM CURTAILED, IF A DEFERRED PROGRAM BECOMES NECESSARY BECAUSE THE ADDITIONAL RESOURCES REQUESTED IN A SUBSEQUENT CABLE ARE NOT APPROVED, THE DEFERABLE CAMPAIGNS WOULD BE TRAVEL USA, EDUCATIONAL EQUIPMENT AND SUPPLIES FOR INDUSTRY, INDUSTRIAL RAW MATERIALS, AND CERTAIN MAJOR PROJECTS.

G) WE ENVISION THE PHASING OF THE CAMPAIGNS AS FOLLOWS: CAMPAIGN NUMBERS 1, 2, 3, 5, AND 10 IN PRIMARY PHASE; CAMPAIGN NUMBERS 4, 7, 9, AND 11 IN SECONDARY PHASE; AND CAMPAIGN NUMBERS

6 AND 8 IN THE MARKET-RESEARCH PHASE. IN TWO CASES, AVIONICS
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AND ENERGY SYSTEMS, WE HAVE LAGGED THE SECONDARY PHASE A YEAR.
WE HAVE DONE SO BECAUSE THE THUS FAR HIGHLY SUCCESSFUL FY 75
CAMPAIGNS WILL COVER THE RELATIVELY SMALL TARGET AUDIENCES FOR
ENERGY AND AVIONICS QUITE THOROUGHLY, LEADING US TO THE
JUDGEMENT THAT THE BEST STRATEGY IS TO DELAY OUR SECONDARY
PROMOTION.

3. REGARDING PARTICULAR CAMPAIGNS:

A) IN CAMPAIGN NUMBER 1 WE HAVE DEPARTED FROM PAST PRACTICE
BY COMBINING PROCESS CONTROLS AND COMPUTERS. OUR EXPERIENCE
HAS SHOWN THAT MOST PROCESS-CONTROL SALES ARE OF COMPUTERIZED
CONTROLS AND COMPUTERS AND PROCESS CONTROLS ARE MOST EFFICIENTLY
INCLUDED IN A SINGLE CAMPAIGN.

B) THE SEMINARS CALLED FOR IN CAMPAIGN NUMBERS 6 AND 11
WILL REQUIRE WASHINGTON FUNDING AND SUPPORT FOR SPEAKERS.
THE SEMINARS WILL TAKE PLACE IN ROME.

C) WE HAVE CONTINUED CONSUMER PRODUCTS (CAMPAIGN NUMBER 3)
IN FY 77, BUT HAVE ELIMINATED TEXTILES FROM IT. INSTEAD,
TEXTILES WILL BE PICKED UP AS PART OF CAMPAIGN NUMBER 10, WHICH
INCLUDES AN MTC EXHIBITION. TEXTILES WILL THEREFORE RECEIVE

MORE CONCENTRATED PROMOTION THAN IN THE CONSUMER-PRODUCTS
CAMPAIGN.

D) WE RECOMMEND A COMMERCIAL PRESENCE FAIR AT BARI IN 1977,
AS INDICATED IN CAMPAIGN NUMBER 10. THE BARI FAIR, AS THE
PRINCIPAL TRADE EVENT IN ITALY'S DISTINCTIVE UNDERDEVELOPED
MEZZOGIORNO, AMPLY MEETS THE QUALIFICATIONS OUTLINED IN STATE
297299 OF 12/20/74. JUSTIFICATION FOR THIS EVENT WILL FOLLOW
BY AIRGRAM IN DUE COURSE.

4. RESOURCE REQUIREMENTS AND ALLOCATION WILL BE SUBJECT OF
SEPARATE TELEGRAM.VOLPE

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